

THE NESOB FINE



THE NESOR LINE



THE NESOR LINE THE NESOR LINE THE NESOR LINE THE NESOR LINE

NESOR #33 "Color-Stched" SNAP-A-PART KEY CHAIN





The "Nesor Snap-A-Part Key Chain" answers the problem of how to do two things at the same time. Now you can easily separate car, home or office keys without the bother of turning off the car or locking doors when you will only be gone for minutes. Everyone will appreciate a gift of the "Snap-A-Part Key Chain," and your sales will increase as satisfied customers think of you in association with the key chain. Your advertising message is distinctively etched in attention getting colors on a silver or brass-colored background. NO ARTOR DIE CHARGES on the "Nesor Key Chain." Size: 5½" x 1½".

Normal production time: 10 weeks
Less than minimum: \$6.00 set-up charge
Shipping weight: 12 lbs. per carton of 150.
Split destination shipments: No extra charge
Individual item shipments: \$.15 each
F. O. B. point: Warehouse in New York

Type of imprinting: Etching with color fill Colors of imprinting: Any standard color Normal copy limit: 3 lines; 3" x 12" errea Extra lines: Not available Copy changes: 56.00 each Preside.

On sample of order \$3.

Personalization: Not available

Narmal packaging: In individual gift boxes with cut-out back for inserting key chain Special packaging: Not available

(3R)

ADVERTISERS' NET PRICES	150-499	500-999	1000-Up
No. 8363-N33	.65	.60	.55



NESOR #500 "Color-Elched" LIGHTER

Today the trend is to slimness, and the "Nesor Etched Lighter" is as modern as today. Slim, compact shape allows the lighter to be easily carried in the pocket without unsightly bulges. The dependable top-action lighter gives a bright flame at the flick of the finger. Your customers will really appreciate this attractive and functional lighter. And every time they use it, you'll be getting valuable advertising exposure. Your advertising message, imprinted in 4 gorgeous colors on a silver, brass or colored background, will really stand out — and there are NO ART OR DIE CHARGES for the "Nesor Lighter!"

Size: 13" x 21" x 1".

Normal production time: 10 weeks.
Less than minimum: \$6,00 set-up charge.
Shipping weight: 12 lbs. per cartan of 100.
Split destination shipments: No extra charge individual item shipments: \$,15 each.
F. O. 8. point: Warehouse in New York.

Personalization: Not available

Type of imprinting. Etching with color fill.

Colors of imprinting. Any 4 standard colors.

Normal copy fimit: On both sides: 1 å" x 2" area.

Extra lines: No extra charge.

Copy changes: 56.00 each.

Proofs: On sample of order \$3.00.

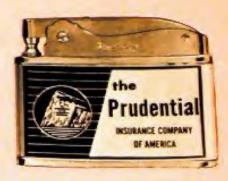
Additional information: Prices include imprinting on both sides of lighter in up to 4 colors.

Normal packaging. In individual cardboard baxes Special packaging. Gift boxes with flint wheel, \$.15 each

(3R)

ADVERTISERS' NET PRICES	100-499	500-999	1000-Up	
No. 8363-N 500	.95	.90	.85	







NESOR #150 MONEY CLIP







A triple treat - a pocker eners, a nat! file steel clip, For permanent advertising value, your Nexes Shaney Clip' is, because it performs so durable plate inset that will last indefinitely. many jobs, and performs them well, it's allseed, with case-handened plades and a spring- OR DIE CHARGES. Stee: 2" x 1 1 1.

> cream to a substitute of a series the state seasons. St. III web-up though Shopping weight 10 lites per curton of 100. Sould audiosation absorberity. But walke change F.O. d. poor Warehouse in New York

Personal parents Philips group feature humai accuraging. In individual gift tiones. Special packaging. Mailing containers, \$ 10 each

Any copy you like can be reproduced. NO AFT Fagur of aspectiting. Electrony with agent fills

Course of improving. Any introduced polices Petermed date from \$1 a 1g" green Surrey litters. Prices georgillappine Come changes to NO each Fresh. On sample of order \$3.00 Adament information Prices include Imprinting in up to 4 physicians culture.

ADVENTIGERS THEY MUCHS	134-47	500- 994	1000	(3R)
the Electrical	15	RMD	BO:	178445

NESOR #600 STAPLER





Help cusponers keep their bisities and personal papers in order, and win their gratitude, with the Nesor Etoned Stapler. This all-metal stuples with a molived plastic floges pressure knob is a desk device that's been streamlined down in the so that it's easily portable - in pocket, purse or attache case - a perfect gift for home or office. The "Nesos Esched Staples" can

havinal production time 5-7 weeks (see their minimum, 50.00 set-up charge

Shopping weight 20 lbs. per curton of 100. Solly desimation sharmonths. No extra charge implended from sharmonic. 5.13 each F. O. & point: Warehouse in Niew York. Take of imprimenty. Exchang with color fits Colors of impristing April 4 shandard colors business coop first. 25" a 5" area. Is we lived Pigs qualitable Cape thomps: \$6,00 moch Arests On sample of order \$3.00 Normal accenging in Individual bases Special packaging Giffs bases, \$ 10 each

DEE CHARGES of any kind.

Best of all it carries your advertising impris

shorever it goes, permanently exched and in

many as four brillians colors, with NO ART O

Sicer 31 a l'a ti-

1000-Up 500-999 100-479 ADVISORS' NET PRICES - (3R) .93 90 9.5 No. 8363-N600





NESOR #100

SENIOR WINDPROOF LIGHTER

femokers know how difficult it is to get a light in a stiff prouze, and appreciate a way to give antice a nate light. The News Senior Windighted

> recover production time find wants Less their materials \$6.50 setting charge Shaping wager 15 lbs per narror of 100 Spoir deplection alignments. The matrix change individual case physicants \$ 15 auch F CT & point Workloom in New York

Parameterson \$50

he yes advertising, with your terribent of the colors on both spice of those attractive regioners antice a nare light. The force beings bimognosed they're regular size, with a gleening income at least a pack a day, you'll get wide expressed. ARTORISE CHARGES on the Survey Lightert.

30xe: 2 4 7 ;

from of improving . Experies with coops full Enter of improving Any standard colors second copy and 18" o 8" sees Early changes St. M. and Franks On sometimed ander \$2.00.

Second penetrograp Se individual continuor Second penetrograp Solft popular, \$ 15 months

Additional information. Private include imprinting or both older of legislar is up to 4 course

ACTIVITY TISERS! THE T PRICES	100-499	41-40	1900-35	(3R)
to a 2047Landre	164	~	2.0	(Sal)







NESOR #18 ARISTOCRAT LIGHTER

Today the trend is to slimning, and the News Aristocrat Lighter' is as modern as today its alim compact shape allows the lighter to be easily carried in the pocket without unsigntly bulges. This dependable lighter gives you a

Personalization Fish profileste

Manual production time 5-7 WARYS Less their entirent \$6.00 service charge Shipping weight 12 list, ser carton of 100. Split destination stepments. Plis extra charge individual inem stepments. \$1.15 each F G 8 paint. Warehouse in their York

tenger flame at the flock of the torque. Your advertising message, imprinted in a gorgoval colors on a silver or colored traceground. There are 30 ART OF IRE CHARGES will the "home." LARGINGER.

Type of impressing Esching with color fills Colors of imprinting. Any 4 standard colors tearned capy limit. On both sides, 14" x 2" area. factor from this sixter charge Copy changes \$6.00 water Proofs On sample of order \$3.50

Special probability of content of the Special probability of the Special pr

Additional information. Prices include imprinting on one side of lighter in up to 4 colors, both sides over local

ADVERTISERS' NET PRICES	125-499	35,-70	1000-135	(3R)
F40 8343-F418	95	,90	85	-
No. 8363-1418 with extro imprint on reverse side	1,03	1.00	.95	



THE NESOR LINE . THE NESOR LINE . THE NESOR LINE . THE NESOR LINE

NESOR "Engraved" WINDPROOF LIGHTER







Silven

World's most wanted, handsomely burnished windproof lighters, engraved to your specifications.

(SEE ORDER INFORMATION BELOW)

NESOR "Engraved"
MONEY CLIP





Money clips serve with three distinct features, performing as a knife, fingernail file, money clip. Always a wonderfully useful gift. (SEE ORDER INFORMATION BELOW)

NESOR #118
"Engraved"
LIGHTER





Handsomely engraved, the #118 lighter makes for a truly smart, slim, distinctive gift.

(SEE ORDER INFORMATION BELOW)

ORDER INFORMATION (ABOVE ENGRAVED ITEMS)

Normal production time: 10 weeks tess than minimum: Not evallable Shipping weight: Varies, Split destination shipments. No extra charge Individual item shipments: \$.15 each F. O. S. point Warehouse in New York

Fersonalization \$.50 Additional information. No die or art charges Type of imprinting: Engraving 3 lines, Emblems or trademarks count as 2 lines.

Any standard colors Colors of imprinting: Normal copy limit: 18" x 8" area fates lines \$.05 per line Copy changes \$6.00 each

Proofs On sample of order \$3.00 Normal packaging. In individual cardocard boxes Special packaging Glft baxes , \$.10 each

3R)

120-499	500-999	1000-Up	12
1.35	1.30	1.25	(3







NESOR "Cloisonne" WINDPROOF LIGHTER

Cloisonne is one of the finest ways to reproduce and highlight a company emblem, trademark, or insignia. In full color, any shape can be reproduced. Engraving can also be added to further

(SEE ORDER INFORMATION BELOW)





A cloisonne money elip can be a handsome, distinctive gift, Remember, engraving can be added.

(SEE ORDER INFORMATION BELOW)







Beautiful, distinctive, a handsome sales tool with an unforgotten cloisonne emblem. Also available with engraving-(SEE ORDER INFORMATION BELOW)

ORDER INFORMATION (ABOVE CLOISONNE ITEMS)

Normal production time: 10 weeks tess than minimum. Not available Shipping weight: Vories. Split destination shipments: No extra charge Individual item shipments 5.15 each F O. 8. point: Worehouse in New York

Type of imprinting: Claisanne Colors of imprinting Any 4 standard colors Mormal copy limit. 1" area Earne Anes: Engraving \$.05 per line Capy change: \$6.00 each Proofs On sample of order \$3.00 Normal packaging In Individual cardboard boxes Special packaging Gift boxes, \$.10 each

Personalization: \$.50

Additional information. No die or art charges

1000-Up 500-999 120-499 (3R) 1.25 1.35 1.30

NESOR #218 "Cloisonne" LIGHTER

THE NESOR LINE - THE NESOR LINE . THE NESOR LINE . THE NESOR LINE

NESOR #3000 "Hi-Fi" Musical LIGHTER



Here is true quality at its ultimate - the "Nesor Hi-Fi Musical Lighter," It's precision crafted and incorporates the latest innovations in design and technical skill. No larger than an ordinary cigarette lighter and yet it plays music, There are many tunes to choose from - all are eighteen notes and feature the exclusive Nesor Hi-Fi sound. Here is your chance to capitalize on both the senses of sight and hearing. The lighter literally sings your message to those you wish to reach. Lighter is all beass with heavy chrome plating. A special cut wheel and windproof shield assure quick, dependable lights, A beautiful enamel finish carries your advertisement with great prestige. Your copy is faithfully reproduced in permanently baked on lacquer in any colors you desire. There's no limit to the number of lines of copy: make use of the whole side of the lighter for your imprint.

Size: 21" x 11".





Normal production time: Imprinted, 12 weeks Not imprinted, 1 weeks

Less than minimum: Qualation upon request Shipping weight: 30 lbs. per carton of 100. Split destination shipments: No extra charge Individual item shipments: 3.25 each F. O. 8. point: Warshouse In New York. Personalization: Engraved, 3.60 per name

Type of reprinting: Baked enamel finish
Colors of reprinting: Any standard colors
Normal copy limit: 1½" x 1½" area
Extra lines: No extra charge
Copy changes: \$6.00 each
Proofs: On sample of order, \$6.00
Normal packaging: In Individual glift boxes
Special packaging: Quotation upon request

Additional information. For reproduction of special [lingles, add \$10.00 set-up charge. No extra charge for assorted stock [lingles. Prices include die and art charges.

ADVERTISERS' NET PRICES	50-499	500-999	1000-Up	(3R)
No. 8363-N3000	5.85	5.45	5,30	(311)
No. 8363-N3000 (Without Imprint)	5.30	5.30	5.30	

NESOR #750 TABLE LIGHTER





NESOR LIGHTERS ARE LIFETIME GUARANTEED Here is a deluxe table lighter that is truly new and distinctive — a stately gift that will be a handsome addition to an executive's desk or home. It's so easy for your customer to call you after he has become accustomed to reaching for

> Normal production time. Imprinted, 5 weeks. Not Imprinted, 2-4 days

Less then minimum: Quotation upon request Shipping weight: ½ lb. per place. Spilt destination shipments: No extra charge Individual item shipments: \$.25 each f. O. 8. point: Warehouse in New York

Personalization: Engraved, \$.35 per name
Additional information: Prices Include die and get changes.

the lighter with your name displayed on it. This is really soft sell — but effective sell. Your personalized message is very attractively presented and completely encompasses the full body of this beautifully finished lighter. Size: 24" x 24"

Type of imprinting. Etching with color fill.

Colors of imprinting. Any standard color.

Normal copy limit. On both sides: 18° a 2° area fixes. No extra charge.

Extra lines: No extra charge.

Copy changes: \$5.00 each.

Proofs: On sample of order \$3.00.

Normal packaging: In Individual glift boxes.

Special packaging: Quatation upon request.

ADVERTISERS' NET PRICES	25-99	100-299	300-499	500-999	1000-Up	
No. 8363-N7508	3.25	2,90	2,70	2.50	2,30	(5R)



NESOR "Venus" LIGHTER

Handsome square slide-push lighter available in chromed ratin or gold finish with engraving or cloisonne.

(SEE ORDER INFORMATION BELOW)

NESOR "Harp" LIGHTER

Beautiful new harp shape design in chromed satin or gold finish with engraving or cloisonne.

(SEE ORDER INFORMATION BELOW)



NESOR "Imperial" LIGHTER

Executive lighter can be used for both desk and pocket. Available in chromed satin or gold finish with engraving or cloiosnne.

(SEE ORDER INFORMATION BELOW)

ORDER INFORMATION (ABOVE ITEMS)

Normal production little, 10 weeks Not imprinted, I week (see that mines 16.00 ser-up charge

Slepping weight. Variet Salit destination shipments. His extra charge

individual dam phipmants 5.15 each F. O. 8 point Workhouse in New York

Parameterson \$.50

trademarks count as I lines Colors of improving Engraving Any sten
Claisanne Colo colors

Type of imprinting Engraving 3 lines. Emblems or

Normal capy laur. 18" x 8" area firm less Engraving 5:05 per line

Copy changes \$8,00 mach Froid: On sample of order \$3.00

Normal peckaging. In individual borm Special packaging Gult soves, 5-10 each

Additional information. No die or art charges 500-999 1000-0-100-499 (3R) 1.70 1.60 1.80 WENGES. 2.05 1.95 2.15 (Without engraving or claironne, HARF 1.70 1.70 1.45 IMPERIAL use 1000-up pricel





THE NESOR WHE . THE NESOR LINE - THE NESOR LINE . THE NESOR LINE

NESOR "Convertible." DESK & POCKET







Designed for around the clock use, this executive lighter is beautifully color-etched in full color on both sides of lighter.

Named producted line 5.7 weeks Less their mercenia \$6.00 set-up charge Split destruction supments. No earling charge Instruction in the state of \$.15 each F O 8 paint Watehouse in New York

Personalization high qualitable

Type of exponenty Exching with color fell Colors of imprinting. Any 4 standard colors papernol copy hand 21" x 2" orea. Iska lines Nigit available Copy shanges \$6,00 each Proofs On sample of order \$3.00 Normal perkaging In individual boves Special packaging Giff boxes, \$ 10 each

500-999 1000-Up 300-499 100-299 (4R) 1,50 1.65 1.80







Unique new design lighter, flames from either side, Available in chromed satin or gold finish, engraved or cloisonne.

Marmal production time 15 =44ks Less then minimum \$6.00 set-up charge Splir destination shipments. No extre charge manifolist item shipments. 5.13 each F. O. 8 point Warehouse in New York

Personalization \$.50

Normal packaging In Individual bases Gift boxes, \$.10 each Special packaging

Type of imprinting Engraving or Claisonne Colors of impristing Engraving 2 colors, Cleisonne 4 colors Named copy ford 24" = 3" mea Extra lines. Engraving \$.05 per line. Cony change: \$6,00 each Proofs On sample of order \$3.00

500-999 1000-Up 100-499 (3R) 1.95 2.05 2.15

NESOR "Double Jank" LIGHTER



Extra large fuel supply lighter, seldom needs refilling. Chrome only, with engraving.

Normal production time: 10 weeks Less than minimum: \$6.00 set-up charge Solit destination shipments. No extra charge Individual item shipments: 5.15 each F. O. 8 point: Warehouse in New York Personalization \$.50

(3R)

Type of imprinting Engraving 2 lines Colors of impresting Any 2 standard colors Normal copy limit 21" x 3" area Extra lines \$.05 per line

Copy changes: \$6.00 soch Proofe On sample of order \$3.00

Normal packaging In Individual baxes Special packaging Gift boxes, 5.10 each

NESOR LIGHTERS ARE LIFETIME GUARANTEED

100-499 500-999 1000-Up 1,60 1.70 1.80



Brand new, this 6 ft, color-etched tape measure has proven an instant hit. Available in chrome or gold finish, with a gorgeous metallie design on second side,

Harmal production time 5-7 weeks Shipping weight 12 lbs. per cortan of 100. Mornal copy limit 16" x 2" area Split destination shipments. No extra charge: Extra fines. No extra charge individual dem shipments. 3.15 each. Capy changes: \$6.00 each. F.O. B. point. Warehouse In New York

Personalization Not available

Type of imprinting. Étching with color fill Less than minimum. Quotation upon request. Colors of imprinting. Any 4 standard colors

Capy change: \$6,00 each Proofs On sample of order \$3.00

Normal packaging In Individual cardboard bases Special packaging Gift baxes, 5.10 each

Additional information. Prices include Imprinting on one side of Igns in up to 4 callus.

	100-ор		
Gold	1.35	(1R)	
Chrome	1.25		



Superb brightly chromed executive ash tray with felt base, Center section is designed to snugly hold our #500 Lighter (See Page 3). Very handsome, the ash tray has two newly designed self-extinguishing cigarette holders. Makes a wonderful companion to our best selling lighter.

Mornal production time: 10 days Less than numeroum \$1.60R Shipping weight. 12 per corton 6 lbs. Split destination physicals. No extra charge individual item physicals \$.15 each

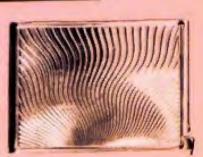
Personalization. Not gyallable F. O. B. power Worshouse in New York

Normal packaging. In individual cardboard baxes Special packaging Gift baxes , \$.15 each

_	100-499	500-999	1000-Up	(3R)
ASH TRAY	1.60	1.50	1.40	(SK)
#500 LIGHTER	.95	.90	.85	

NESOR "Color-Etc 6 FOOT TAPE MEASURE





NESOR "Adonis" ASH TRAY



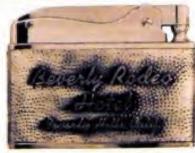














Fabulously new, the "Beverly" is our latest creation, promising to be an all-time best seller. Handsomely embossed with an antique metallic finish, it's proven to be a top hit. BOTH SIDES are available for embossing copy, trademarks, or company emblem.





The "Beverly" money clip receives a similar smart antique metallie embossing on one side only. Truly novel, a Nesor exclusive!

Normal production time: Lighter 10 weeks Money Clip 8 weeks Shipping weight 12 lbs. per corton of 100. Split destination uniquenity. No extra charge Individual item phyments 5,15 each

F O 8 point Watehouse in New York or California (I)

Personalization Not available

Type of imprinting Embossing - antique metallic Normal capy limit. On both sides: 1 \$1" x 2" area (Lighter).
One side 1 \(\frac{1}{2} \)," x 2" area (Money Clip).

fatro lines. No extra charge Copy changes: \$6.00 each

Proofs On sample of item, \$6.00

Marmal packaging. In individual cardboard boxes

Special packaging Gill boxes, \$ 15 each 500-999 1000-Up (4R)

ADVERTISERS! NET MICES BEVERLY LIGHTER OF MONEY CLIP 100-299 1.25

300-499 1.05

.95 .90

NESOR "Beverly." ANTIQUE EMBOSSED

(SEE ORDER INFORMATION BELOW)

NESOR "Beverly" ANTIQUE EMBOSSED

(SEE ORDER INFORMATION BELOW)











